



**CITY OF MIAMI BEACH**  
**Office of the City Manager**  
**Letter to Commission No. 286-2004**

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**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** November 12, 2004

**From:** Jorge M. Gonzalez  
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name of the City Manager.

**Subject: WEEKLY UPDATE**

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The purpose of this LTC is to provide you with an update describing some of the areas the Administration has recently been focusing on:

**2004 General Election** – City of Miami Beach employees volunteered as Goodwill Ambassadors, along with volunteers from Miami-Dade County, on Tuesday, November 2, to assist the Miami Dade County Elections Department in ensuring that all residents who came to vote on Miami Beach on Election Day had as positive an experience as possible. Overall, more than 70% of registered Miami Beach Voters voted in the general election through either the early voting process or on Election Day. Through the City's Early Voter Incentive Program, 1,647 coupons were issued to Miami Beach residents for free admission (one adult and one child) to an open session at either Flamingo Park pool or the Scott Rakow Youth Center Ice Rink; 416 free one-hour parking vouchers were issued for early voters parking at the 17<sup>th</sup> Street parking garage; and 294 riders used the Electrowave to come vote early

**Hurricane / Emergency Preparedness Plans** – Staff continues to update the City's hurricane / emergency preparedness plans and will continue to do so through the remainder of the hurricane season which ends on November 30.

**Miami Beach Community Survey** – Staff has been working with representatives from the City's contractor, the Hay Group, on the community survey that will solicit feedback on how to make Miami Beach an even better place to live, work and play for all members of our community. Representatives from the Hay Group will be meeting with each of you next week to share information with you on steps involved with the survey and solicit feedback from each of you. The Hay Group will also conduct several focus groups with residents in various parts of the City on November 16, 17, and 18. These focus groups will be comprised of randomly selected residents who previously have not had an opportunity to participate in the City's processes and provide them an opportunity to share issues that are important to them. The Hay Group will use these issues to help shape the questions developed for the community survey.

**Organizational Development** – The final session of our workshop focusing on developing performance measures to evaluate how successful we are in achieving the City's vision and 5-year strategic plan will take place on November 23 and will focus on enhanced public safety, delivering CIP projects on time and on budget, and government sustainability. In addition, a workshop on ethics is scheduled for December 1 for all management team members. This workshop is being co-presented by Robert Meyers, Executive Director of the Miami-Dade County Commission on Ethics and Public Trust. There are several citywide trainings being offered in the next few weeks for city staff, including: (1) Life Matters – a workshop to help staff learn how to cope with 'life matters' and have a better understanding of how to blend work, family, time, and money; (2) Communication to Better Relationships – a workshop to help staff learn about the process of communication, the value of listening effectively, identify common communication barriers, and develop effective skills to enhance daily interactions; (3) Seven Habits of Highly Effective People – in this session, staff will learn to help themselves and the people in the organization to change the fundamental way they approach their jobs, relationships, even problems and opportunities; and (4) Diversity: Understanding Differences – this workshop will help staff develop an awareness of factors which influence perceptions, examine how perceptions influence behavior when interacting with people who are different, and improve cross-cultural understanding within the organization.

**Art Basel / Miami Beach** – Staff from throughout the City continues to meet to plan and allocate resources for Art Basel / Miami Beach, taking place from December 1 through December 5. Move-in at the Convention Center begins late next week. You each should have received your packet of invitations to all Art Basel / Miami Beach events by now.

**Film & Print** – Staff has met with the production scouts for two upcoming films that will set up production in South Florida and on Miami Beach, including Michael Mann's big screen version of *Miami Vice* that begins production in April 2005 and Wes Craven's *The Red Eye* which begins production in January 2005. Once additional details are available about each of these feature film productions, they will be shared with you. In addition, the entertainment television show, *Access Hollywood*, was on Miami Beach recently and taped several segments that will air in the near future. The ABC television network will be on Miami Beach on November 20 along with several afternoon television soap opera stars to tape commercial segments promoting South Florida that will air throughout the month of December.

**Veteran's Day Parade** – Staff worked with representatives from the American Legion on ensuring that the City's annual Veteran's Day parade, which took place on November 11, was a successful and meaningful event for all that participated.

**Education Related Issues** – I had an opportunity to attend a dinner meeting with School Superintendent Dr. Rudy Crew and will again meet with him on November 19 as part of the Miami-Dade City / County Management Association to discuss ways in which we can work together to improve the quality of education in our communities.

**Public Relations and Communications Ad Hoc Committee** – I attended the November 2 meeting to discuss recommendations made by the Committee members regarding the City's overall public relations and communication strategy. This group will be meeting again on December 2 and finalizing their recommendations to the Administration.

**Bass Museum** – The blockbuster exhibit, Paris Moderne: Art Deco Works from the Musee de la Ville de Paris, has been running since October 1 to rave reviews and good visitor turnout. This is on the heels of the very successful Picasso exhibit which recently concluded its run at the Bass Museum.

**Employee Celebrations** – A committee comprised of employees from throughout the City are working on this year's annual citywide holiday party which is scheduled for Saturday, December 18 from 7:00 p.m. to 10:00 p.m. at the Scott Rakow Youth Center. Once details are finalized, they will be shared with you and all City staff, but please save the date.

**United Way Campaign** - The City's 2004 United Way campaign continues and runs through November 30. This year's campaign again focuses on raising funds to benefit United Way-sponsored charities, many of whom are situated within the City of Miami Beach.

If you have any questions or need additional information, please feel free to contact me.

Electronic Copy: Management Team

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